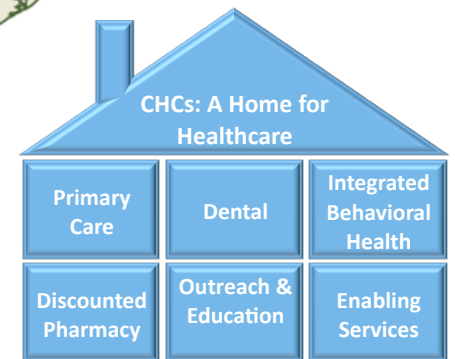
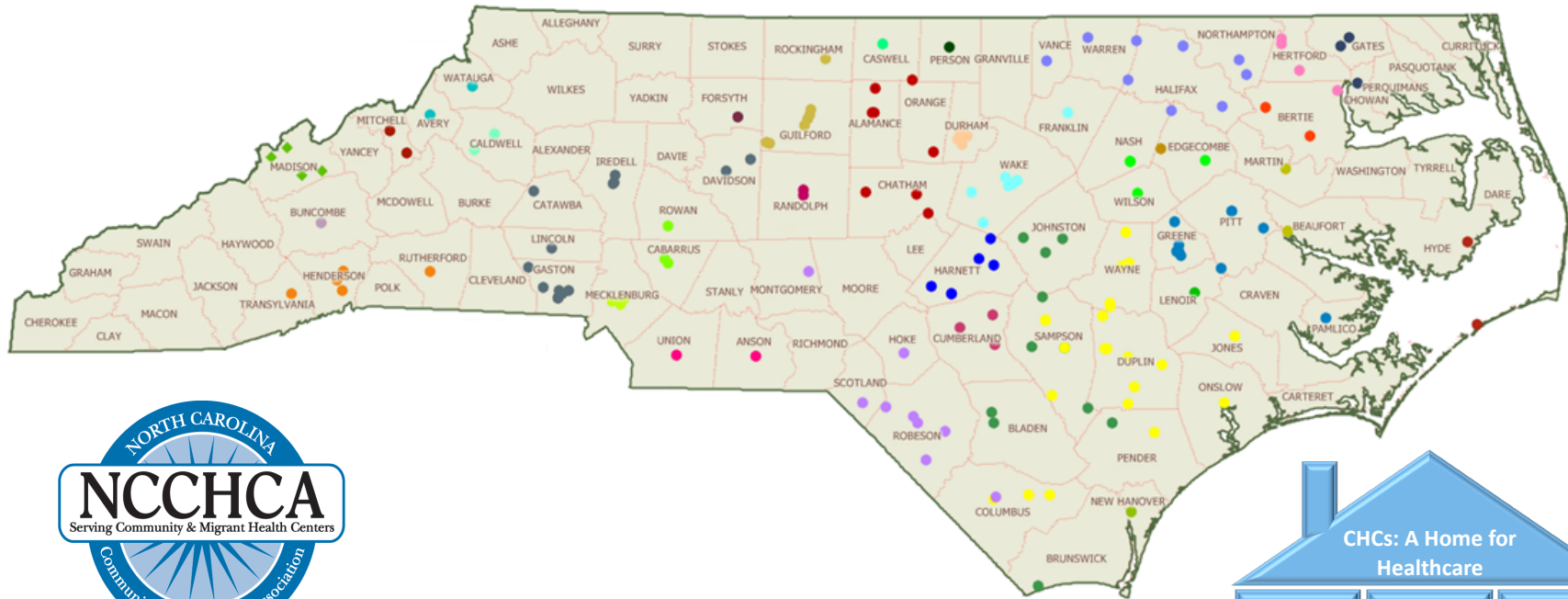


Connecting Newly Insured to Appropriate Care

North Carolina Community
Health Center Association





HEALTH

Access to Appropriate Care

Maintaining Coverage

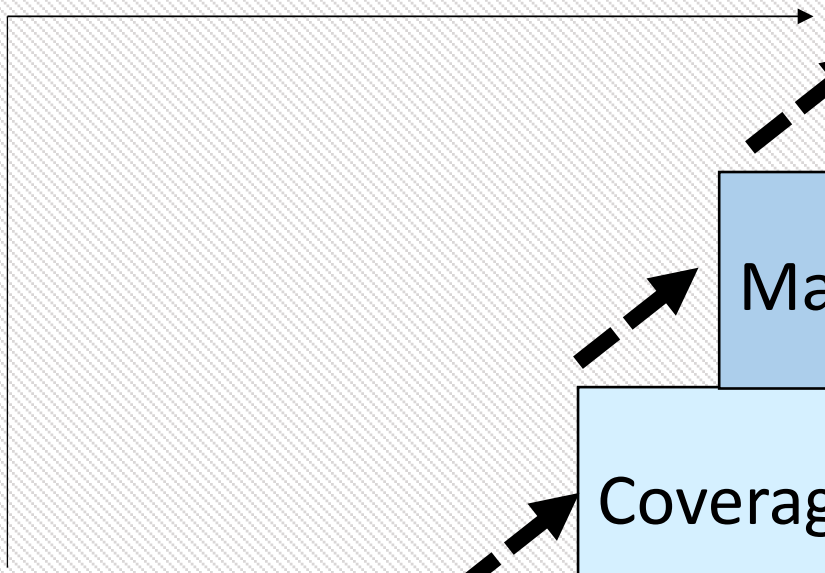
Coverage

Enrollment

Application & Eligibility

Awareness & Knowledge

No Enrollment



Spectrum of Engagement

EXAMPLE: Hanging
Poster in Clinic about
Understanding
Insurance

EXAMPLE: Scheduled times for following up
with newly insured. Staff follow up with newly
insured consumer 2 weeks after enrollment,
one month after that, three months after that.

LOW TOUCH

- Relies on consumer to engage
- Includes only one way of imparting information
 - Infrequent
- Often takes less time and resources from agency

HIGH TOUCH

- Staff attempt to engage consumer proactively
- Includes multiple ways of imparting information
 - More frequent contact
- Often takes more time and resources from agency